PRE-LAUNCH CHECKLIST

Pharma Measurement Setup Checklist

Every item below is a decision made before trafficking begins. Measurement designed in at kickoff produces data you can act on. Measurement bolted on afterward produces a compliance document. Work through this with the brand team, analytics, and the attribution partner in the room together.

1. Define the outcome before briefing the DSP

- [ ] Primary outcome metric named and written down (visit-to-Rx, incremental scripts, or another defensible endpoint).
- [ ] Secondary and diagnostic metrics separated from the primary metric, in writing, so nobody optimizes to a diagnostic.
- [ ] Agreement that clicks, CTR, and viewability are delivery checks and not success criteria.
- [ ] Business question the study must answer stated in one sentence.

2. Engage the measurement partner at strategy stage

- [ ] Crossix or IQVIA (or equivalent) engaged before media planning is finalized, not after launch.
- [ ] Study type selected: conversion lift, script lift, audience quality, or a combination.
- [ ] Matched variables for the control group agreed with the partner.
- [ ] Data flow and clean-room process reviewed with privacy and legal.

3. Size the study so the answer is readable

- [ ] Required sample size calculated with the partner from expected conversion rates.
- [ ] Minimum detectable lift agreed, and confirmed to be a difference the brand would actually act on.
- [ ] Budget and flight length checked against the sample size requirement, and escalated if they do not support it.
- [ ] Reach floor set for each channel so no line item is measured on unusable volume.

4. Build the holdout before launch

- [ ] Control group constructed pre-launch, never reconstructed from historical data afterward.
- [ ] Holdout size confirmed as sufficient and protected from exposure for the full flight.
- [ ] Suppression logic verified in the DSP so the control does not get served.
- [ ] Owner named for holdout integrity during the campaign.

5. Set attribution windows deliberately

- [ ] Click and view windows set to reflect the prescribing decision cycle for the indication, not the DSP default.
- [ ] Window rationale documented so it survives a mid-flight staffing change.
- [ ] Consistency confirmed across DSP reporting, the attribution study, and the client scorecard.

6. Agree the upstream quality metrics

- ☐ Target list finalized, with source, hygiene, and refresh cadence documented.
- ☐ Target-list reach and in-target rate defined with a single agreed denominator.
- ☐ Measurement-grade source named for each metric, distinct from platform dashboards.
- ☐ Weekly reporting template agreed before launch.

7. Schedule interim reads

- ☐ Interim read dates on the calendar with the measurement partner.
- ☐ Decisions each interim read is allowed to trigger written down in advance.
- ☐ Escalation path agreed for a read that comes back flat.

8. Write the decision rules down

- ☐ Conversion lift threshold that would justify increased investment.
- ☐ In-target rate floor that triggers a targeting review.
- ☐ Frequency ceiling that triggers a supply or cap change.
- ☐ Named owner and review cadence for every rule above.

If an item on this list cannot be answered before launch, that is the finding. Flag it in writing rather than discovering it at reporting time.

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